



Minutes City Council's Tourism & Amateur Sports Committee September 12, 2007

Minutes of the City Council's Tourism and Amateur Sports Committee held on Wednesday, September 12, 2007, 3:00 p.m., in the 3rd Floor Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Committee Members Present:

Councilmember Mark Mitchell, Chair
Councilmember Ben Arredondo

City Staff Present:

Travis Dray, Dep Mgr, Recreation
Mark Richwine, Parks & Rec Mgr
Nancy Ryan, Rio Salado Proj Mgr
Chris Salomone, Community Dev Mgr

Guests Present:

Mike Chismar, ASU
Chris Loftus, Sports Mktg Mgr, TCVB
Stephanie Nowack, Tempe Convention & Visitors Bureau
Virgil Renzouli, ASU
Ryan Shinn, NAKAD

Councilmember Mitchell called the meeting to order at 3:04 p.m.

Agenda Item 1 – Public Appearances

Ryan Shinn, National Adult Kick-Ball Association, stated that the organization would like to make Tempe their home base. He would be interested in finding ways to work with Tempe and the Parks and Recreation Department. Their main challenge has been securing use of a park for any length of time.

Councilmember Mitchell referred Mr. Shinn to Mark Richwine and Travis Dray regarding park schedules.

Councilmember Arredondo expressed concern that the park use goes to residents first.

Mr. Shinn responded that 50 percent of the players are Tempe residents.

Agenda Item 2 – Super Bowl Update

Travis Dray summarized that he met with the NFL. They are still putting details to the concept and Super Bowl Saturday Night is still being considered.

Agenda Item 3 – ASU Midnight Madness on Mill

Travis Dray announced that men's and women's Midnight Madness on Mill will take place on Friday, October 12th. A court would be placed just south of 5th Street on Mill Avenue, and a closure of Mill Avenue would occur, although the exact time frame has yet to be determined. This event is a basketball showcase and community gathering and ASU is providing everything and is asking for City services of approximately \$8300. It could be rolled into the ASU Homecoming agreement or it could be totally separate. This event has a potential for a large draw of people. The DTC and business owners support the event.

Councilmember Arredondo asked Mr. Dray to make sure Rosa Inchausti knows that all the money is going directly to ASU for Homecoming. He further suggested a banner on 5th Street, and use of TV and talk shows to promote the event.

DIRECTION: Roll into the ASU Homecoming agreement.

Agenda Item 4 – Insight Bowl Update

Stephanie Nowack stated that the stakeholders have been meeting and a notebook containing a jointly-signed letter and facts sheet has been created. This was sent to representatives of all Big 10 and Big 12 schools. A schedule of information will be sent out over the next couple of months, with other mailings leading up to December. All schools will have information, and once the schools have been selected, they will work with them to promote Tempe. The TCVB will then send representatives to both schools to support the effort.

Agenda Item 5 – Hotel and Conference Facilities Update

Chris Salomone summarized that a consultant was engaged to perform a demand study and analyze the specific niche for a conference center in light of current development. The final report will be delivered to the Council next week in the Friday informational packet. The consultant looked at the amount of development currently proposed in Tempe, the new conference facilities built in Phoenix, and other market conditions, and provided information on type and size of facility, various spending mechanisms, and location criteria. Basically, the conclusion is that the right size for a facility in Tempe is 80,000 to 100,000 sq. ft. in the Mill Avenue District. An RFP is going out for the hotel facility on the SunCor site opposite Sun Devil Stadium within 30 days.

Agenda Item 6 – Stadium Facility Update

Virgil Renzouli summarized that the engineering study revealed:

- Absolutely necessary structural repairs would have an estimated cost of \$53M - \$63M.
- Another level of repairs would include electrical update, at an estimated cost of approximately \$7M.
- In addition, they have looked at pulling the seats, turning the loge area into air-conditioned boxes, improved restrooms, escalators, and food services.
- An outside consultant has been commissioned to look at funding options.

- There is possible interest in a joint plan with the soccer league.
- The soccer league requires only approximately 25,000 seats, and lower bowls need 30,000 seats. If the seats are done anyway and made bigger, we could have a 30,000 seat lower bowl. It might also be possible to have a shade structure for lower bowl for soccer.

Mr. Renzouli added that the next key step will be in funding options and organizing a plan to show what can be done with the money raised.

Councilmember Mitchell asked Mr. Renzouli to keep the committee posted.

Councilmember Arredondo stated that Council is committed to working with ASU on this. The DTC is also on board. The average attendance for 8 games is 50,000 people. We need to develop a mechanism for a good win/win situation for both ASU and Tempe and it deserves to be handled in this committee.

Mr. Renzouli added that very few places are figuring out how to update stadiums to meet the opportunities. The amenities and location are already in place (transportation, lodging, etc). This could be an example of what can be done.

Agenda Item 7 – Committee Scope of Work

Councilmember Mitchell stated he would like to work with Mark Richwine, Travis Dray, Stephanie Nowack, Shelley Hearn, and Chris Salomone. We need to share thoughts and then brainstorm to expand them in order to develop a committee direction and scope of work.

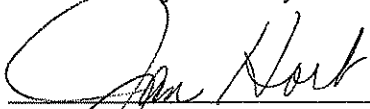
Agenda Item 8 – Future Agenda Items

- Junior High Boys Basketball in December and how can we help them out, and how can we offset costs.
- Scope of work
- Hotel – Chris Salomone

Councilmember Arredondo added that it's important to focus and pay attention to what the committee can enhance.

Meeting adjourned at 3:40 p.m.

Prepared by: Connie Krosschell
Reviewed by: Shelley Hearn



Jan Hort
City Clerk